

State Water Resources Control Board
Order Dated 08/25/2014

Provision 17 -November Status Update



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1 Introduction

Provision 17 of the Order directs the Sonoma County Water Agency (Water Agency) as follows:

“SCWA shall submit to the Deputy Director for Water Rights a written report within 15 days of the end of each month (monthly status update) that provides a summary of compliance with this term. The monthly status update shall, at a minimum, include a description of SCWA's actions to date to comply with the requirements of this term and the results of such actions, including but not limited to the amount of water demand reduction relative to baseline water demand. The data submitted for the amount of water demand reduction shall include both monthly and aggregate annual to date information and shall be compared to baseline water demand. When the monthly status update reflects that SCWA is not achieving the minimum water demand reduction of this term, SCWA shall also include additional actions SCWA has adopted and/or implemented to meet the demand reduction and identify the date when such additional actions will be fully implemented as part of the monthly status update.”

2 Water Demand Reduction Tracking

The Order provides the following description for determining the baseline water demands:

“The Plan shall define baseline water demand as appropriate for SCWA's situation based on considerations such as weather, economy, wholesale supplier allocations or other relevant information.”

The Water Agency has determined that the SBx7-7 methodology for calculating the baseline water demands would be appropriate. According to California Water Code Section 10608.12(b)(1) ‘Base daily per capita water use’ is defined as the following:

“The urban retail water supplier’s estimate of its average gross water use, reported in gallons per capita per day and calculated over a continuous 10-year period ending no earlier than December 31, 2004, and no later than December 31, 2010.”

The Water Agency and Water Retailers have selected a continuous 10-year period ending in December 31, 2006 to be used to determine the baseline water demands for each Water Retailer. The 10-year period selected accounts for the economic downturn and severe weather patterns that the region has experienced. The baseline accounts for varying economic conditions and weather patterns that constitute generally normal conditions for the region. It is also consistent with determining per capita water use targets as required by the Urban Water Management Planning Act. The Water Retailers baseline gallons per capita per day (GPCD) water demand will vary month to month to allow an accurate comparison to the 2014 water demands. The table below contains the November 2014 GPCD tracking.

Water Retailer	GPCD November	GPCD Baseline	GPCD Relative to Baseline
Cotati	79	113	-30%
Marin Municipal	91	115	-21%
North Marin	76	138	-45%
Petaluma	91	122	-25%

Rohnert Park	76	115	-34%
Santa Rosa	67	104	-35%
Sonoma	99	159	-38%
Valley of the Moon	73	112	-35%
Windsor	76	102	-25%
Forestville	96	124	-23%
Healdsburg	103	146	-30%
CalAm - Larkfield	92	147	-38%
Regional Average	85	125	-32%

The annual water demand of the Water Retailers is currently exceeding the 20% reduction goal. The table below provides a comparison of the annual baseline to date and the 2014 production to date.

Water Retailer	GPCD Annual Aggregate to Date	GPCD Baseline	GPCD Relative to Baseline
Cotati	108	162	-33%
Marin Municipal	116	148	-21%
North Marin	133	181	-27%
Petaluma	123	181	-32%
Rohnert Park	97	152	-36%
Santa Rosa	96	144	-33%
Sonoma	164	220	-25%
Valley of the Moon	107	150	-29%
Windsor	108	161	-33%
Forestville	135	194	-30%
Healdsburg	128	212	-40%
CalAm - Larkfield	117	198	-41%
Regional Average	119	198	-40%

3 Actions

The Water Agency and the Water Retailers are committed to ensuring that current water supply conditions are a top priority in the community. At a minimum, the Water Retailers provide a Water Supply Condition Update at each respective governing board meetings. Below are some of the additional actions taken in November 2014.

3.1 Water Agency

The Water Agency and each of the Water Retailers continue to participate in the regional media campaign - "There's a Drought On. Turn the Water Off." The media campaign includes newspaper ads, before the movie ads, dedicated website, and local cable channel video. Below is a summary of the media activities for the month of November.

- 29 English print ads in 18 local publications

- 3 Spanish print ads in 3 local publications

The Sonoma Mendocino Immediate Drought Relief Project continues to progress. The High Efficiency Direct Install Program began toilet, showerhead and faucet aerators installation in November. A total of 11 sites received 26 high efficiency toilets and 2 high efficiency urinals. Participants continue to sign up online. The Cash for Grass Turf Removal Program has seen limited participation with only a few online inquiries. A marketing piece has been developed and will be mailed in December.

3.2 City of Cotati

During the month of November the City of Cotati continued to promote conservation through efforts started in previous months. The City provided rebates for the following items: Toilet Replacements, Cash for Grass, and HE Clothes Washer. In addition Cotati had increased participation in the Water Smart Home Program.

3.3 Forestville Water District

Forestville Water District continues to promote the mandatory water conservation measures that are in effect, and provide suggestions to reduce water consumption further. Forestville continues to offer water savings devices free of charge to customers which include faucet aerators, shower heads and toilet tank banks.

3.4 City of Healdsburg

During the month of November, the City of Healdsburg:

- Continued to issue new permits for the Trucking Recycled Water Program;
- Worked with agriculture customers for future connection to the recycled water line;
- Achieved a 24% reduction in 2014 vs 2013 water usage;
- Continued to offer a turf removal rebate, completing 4 inspections;
- The City hired Meg Lawrence as Utility Conservation Analyst to coordinate, implement and drive utility conservation and efficiency programs. She started November 12th.

3.5 California-American Water - Larkfield

In November California American Water distributed cards to local restaurants announcing that water will only be served upon request, sent all customers a bill insert detailing mandatory conservation measures and ran bill text messages.

3.6 Marin Municipal Water District

Marin Municipal Water District is pleased to report that their customers are continuing to conserve water and have reduced their use significantly in the last two months. For October 2014 Marin Municipal customers reduced their consumption by 18.5% compared with October 2013, surpassing the state average. Marin Municipal customers cut back even further in November 2014, achieving a savings of 21.5% compared to the previous November.

3.7 North Marin Water District

In the month of November, staff continued aggressive enforcement of the water waste and non-essential use and outdoor irrigation prohibitions in effect. Also during the month of November, North Marin Water District rebated 11 Cash for Grass lawn replacement projects and performed 22 Water Smart Home Surveys. North Marin Water District continued an active public awareness campaign

regarding the drought during November through a bill insert, social media postings, and website updates.

3.8 City of Petaluma

The City of Petaluma enacted mandatory water use restrictions in accordance with SWRCB and increased water waste patrols. Direct mailers were sent to all customers outlining mandated water use restrictions and a message explaining water use restrictions was included on all water bills utilizing inserted bill stuffers.

3.9 City of Rohnert Park

The City of Rohnert Park continues to provide drought awareness lawn signs and respond to reported water waste.

3.10 City of Santa Rosa

The Green Exchange program now offers \$1.00/SF and Santa Rosa has seen increased interest in the program. Customers are saying they are participating because of the higher rate (increased from \$0.50 to \$1.00/SF). There is a significant increase in participation from commercial (dedicated irrigation meter) sites.

Customers are signing up for the direct ultra-high efficiency toilet install program and the recirculating hot water pump.

3.11 City of Sonoma

City of Sonoma continued to promote conservation through efforts started in previous months.

3.12 Town of Windsor

During November the Town of Windsor completed a significant water conservation project through its Windsor Efficiency PAYS® program, retrofitting 228 vacation units at the Worldmark by Wyndham time share resort with ultra-high efficiency toilets, showerheads, and faucet aerators. The project is estimated to reduce water demand at this business by 1.4 million gallons annually.

3.13 Valley of the Moon Water District

Valley of the Moon Water District continued to promote conservation through efforts started in previous months.